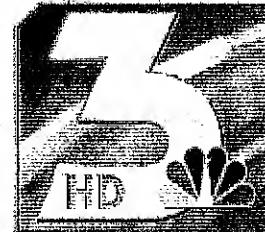


## ORDER



KSNV

Orders	Order / Rev:	106510
	Alt Order #:	06851367
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	09/12/12 - 09/17/12
	Original Date / Rev:	09/11/12 / 09/25/12
	Order Type:	GENERAL

Primary AE: Amy McCreary  
Sales Office: BLPHI  
Sales Region: National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley for Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** 00:05:00  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	126	\$50,140.00	\$42,619.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	126	\$50,140.00	\$42,619.00	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

### Order Share

KSNV	30%	\$50,140.00
Market	100%	\$167,133.33

### **Competitive Share**

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$43,454.67
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$25,070.00
KTUD	0%	\$0.00
KVVU	24%	\$40,112.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$8,356.67

Order / Rev: 106510  
Alt Order #: 06851367  
Flight Dates: 09/12/12 - 09/17/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Order / Rev: 106510  
Alt'Order #: 06851367  
Flight Dates: 09/12/12 - 09/17/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 106510  
Alt Order #: 06851367  
Flight Dates: 09/12/12 - 09/17/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	KSNV	09/17/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	2	\$300.002	0.00	NM		2	\$600.00
<b>DR. PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 2 \$300.00 0.00															
E 21	KSNV	09/16/12	09/16/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$900.002	0.00	NM		2	\$1,800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S 2 \$900.00 0.00															
E 22	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.002	0.00	NM		3	\$1,050.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$350.00 0.00															
E 23	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$350.002	0.00	NM		1	\$350.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$350.00 0.00															
E 24	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$450.00 0.00															
E 25	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$450.002	0.00	NM		1	\$450.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$450.00 0.00															
E 26	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	7	\$725.002	0.00	NM		6	\$4,350.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 7 \$725.00 0.00															
<b>Spot</b> Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
2 KSNV 09/10/12-09/16/12 M-F Early News 5-630p --WTF---- :30 (\$725.00) 0.00 NM															
<i>Unresolved</i> [NEWS INTERRUPT FOR POTUS]															
E 27	KSNV	09/17/12	09/17/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	3	\$725.002	0.00	NM		3	\$2,175.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 3 \$725.00 0.00															
E 28	KSNV	09/12/12	09/14/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$400.002	0.00	NM		3	\$1,200.00
<b>FACE TO FACE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF-- 3 \$400.00 0.00															
E 29	KSNV	09/17/12	09/17/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$400.002	0.00	NM		1	\$400.00
<b>FACE TO FACE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 M----- 1 \$400.00 0.00															
E 30	KSNV	09/15/12	09/15/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.002	0.00	NM		1	\$225.00
<b>VEGAS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S- 1 \$225.00 0.00															
E 31	KSNV	09/15/12	09/15/12	Weekend Jeopardy/Wheel&WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$350.002	0.00	NM		2	\$700.00

Order / Rev: 106510  
Alt' Order #: 06851367  
Flight Dates: 09/12/12 - 09/17/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		2	\$350.00			0.00					
E 32	KSNV	09/12/12	09/14/12	M-F Jeop/Wheel	CM	630-730pm	--WTF--	:30	6	\$725.00	2	0.00	NM	6	\$4,350.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6	\$725.00			0.00					
E 33	KSNV	09/17/12	09/17/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		2	\$725.00			0.00					
E 34	KSNV	09/16/12	09/16/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN-----S	:30	1	\$500.00	2	0.00	NM	0	\$0.00	
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$500.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	09/10/12-09/16/12	Jeopardy in PRIME			M-SA 8-11p / SUI				-----Su	:30	(\$500.00)	0.00	NM	
Unresolved															
[ORDERED PROGRAM DOES NOT AIR] ORDERED PROGRAM DOES NOT AIR															
E 35	KSNV	09/12/12	09/14/12	Late Night w/Fallon	CM	1237a-136am	--WTF--	:30	6	\$100.00	2	0.00	NM	6	\$600.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6	\$100.00			0.00					
E 36	KSNV	09/17/12	09/17/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	2	\$100.00	2	0.00	NM	1	\$100.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		2	\$100.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	KSNV	09/17/12-09/23/12	Late Night w/Fallon			1237a-136am				M-----	:30	(\$100.00)	0.00	NM	
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 37	KSNV	09/12/12	09/14/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$250.00	2	0.00	NM	6	\$1,500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6	\$250.00			0.00					
E 38	KSNV	09/17/12	09/17/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$250.00	2	0.00	NM	2	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		2	\$250.00			0.00					
E 39	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3	\$750.00			0.00					
E 40	KSNV	09/17/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1	\$750.00			0.00					
E 41	KSNV	09/15/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----SS		2	\$750.00			0.00					

Order / Rev: 106510  
Alt Order #: 06851367  
Flight Dates: 09/12/12 - 09/17/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S